
Visitor Profile Survey

Monroe County - Calendar Year 2013 by Quarter

The Visitor Profile Survey (VPS) was modified in June of the 2013 calendar year as part of the new contract for 2013-2015. The modifications included changes to the questionnaire used to collect visitor information as well as the number of completions in the sample.

The sample size in District One was increased from 50 completed interviews per month to 100 completions per month. All other Districts (D II-D V) remained at 50 completions per month.



Changing the total number of monthly interviews from 250 completes per district to 300 completes in Key West and continuing 250 per month in Districts II-V required a change in the data weighting process applied to the findings. Data weighting was used to adjust the findings so that each district represents its known proportional weight in the market so that when combined, the findings are more closely representative of the overall market.

Additionally, the months representing the quarters was changed to calendar quarters from fiscal year quarters.

For this report, January thru June 2013 comparisons are based on data collected before the renewed contract and were re-weighted using the former weights used prior to the change. Going forward, the comparisons will continue to be adjusted as needed to ensure the data are representative of the marketplace,

Trip planning, Transportation, Accommodations, and Internet Use

- ❖ About three-in-four visitors to Monroe County (75%) began planning their trip **well in advance** of their actual visit.
 - ✚ 39% planned 1-3 months ahead, 23% planned 4-6 months ahead and 13% planned more than 6 months prior to their visit
 - ✚ The remaining 25% of visitors planned less than one month ahead
 - 16% planned 2-4 weeks ahead and about 9% decided a week ahead of time for their visit
- ❖ Visitors coming during the third and fourth quarters of the year were more likely to plan their trip further in advance than those visiting in the first two quarters.
 - ✚ Those who came to visit friends and family tended to come in the first half of the year while those coming for recreation/vacation were more likely to visit in the second half of the year
- ❖ Nearly one-half of Keys visitors (45%) flew to Miami first and rented a car for their visit.
 - ✚ One visitor in four drove a personal vehicle (26%)
 - ✚ 11% flew to another Florida airport and rented a car for their Keys visit
- ❖ Slightly more than half (52%) stayed at a hotel, motel or resort while four in ten selected a Bed & Breakfast, Guest House or Inn for their accommodations (40%).



- ❖ For making reservations, nearly half used the Internet through a travel web site (48%). About one in four (24%) made a direct call to the property to make their reservations.
 - ✚ 6% went to the property web site
 - ✚ 6% used a travel agent
 - ✚ 7% made no reservations
- ❖ Nearly one-half of the visitors did not use the Internet to help plan their trip (49%) and about the same proportion of visitors used Internet tools to help plan their trip.
 - ✚ 37% used online reviews on travel sites to help them decide
 - ✚ 6 – 7% of visitors used either the Florida Keys official web site, a social site (Facebook, Twitter ... etc.) or a blog about travel to help them decide

Party Size, Travel Partners, Ages of travelers, Satisfaction and Advertising

- ❖ Most travel groups consisted of 2-5 people with the average being 2.96 people.
 - ✚ Two-person groups were the most predominant at 63%
 - ✚ 3-5 person groups represented 28% of the total
 - ✚ One-person travelers accounted for 2% of Keys travel groups and 6+ person groups were 6% of the total
- ❖ About 8% of travelers traveled with at least one person under age 17.
- ❖ Most visitors traveled with a spouse, partner, girlfriend or boyfriend (87%).
 - ✚ Children represented 9% of visitors
 - ✚ Parents/grandparents were 2% of travel partners
 - ✚ Friends of the same gender accounted for 7% of visitors
 - ✚ Friends of different gender were 18% of visitors
- ❖ One-fourth to one-third of visitors looked for special deals when planning their trip but many did not look or were not aware whether or not the person planning the trip looked for specials.
- ❖ Overall satisfaction with their vacation in the Keys was rated 4-5 out of 5 by 94% of visitors.
- ❖ 96% of visitors said they were likely to recommend the Keys to a friend.
- ❖ One-half of visitors did not recall seeing or hearing any advertising for the Keys (56%).
 - ✚ Those who did recall advertising said they saw it on the Internet

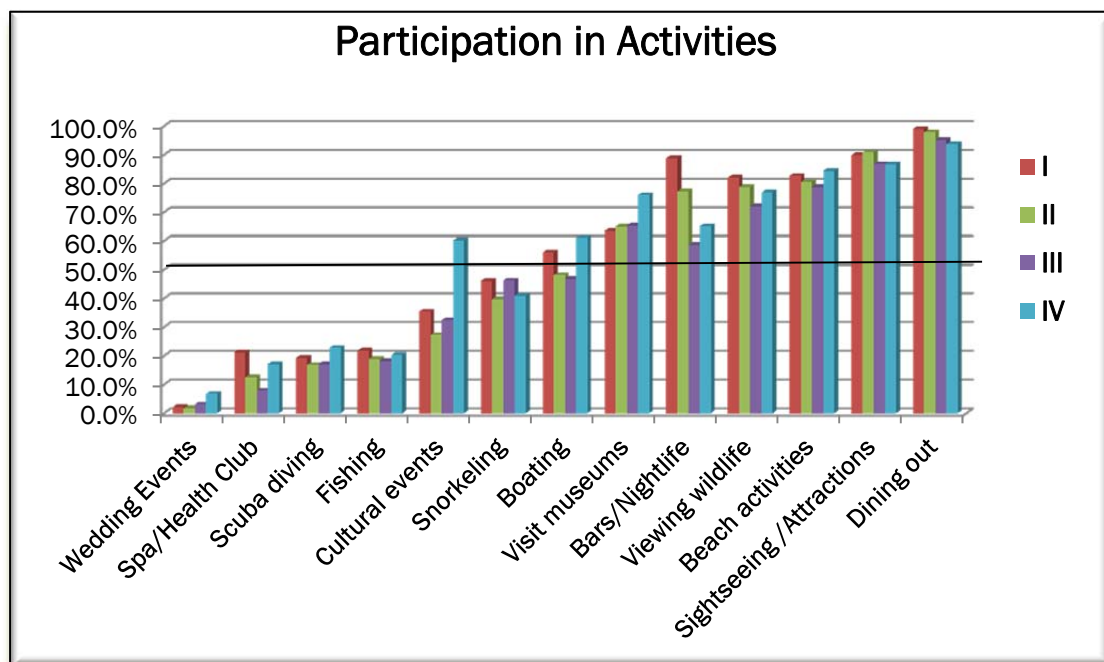
Number of Nights Spent in the Keys

- ❖ The average visitor spent 5.26 nights in the Keys.
 - ✚ Visitors stayed the longest in the first quarter (6.29 nights) in all Districts except District 3 where the average stay was longest in the second quarter
 - ✚ They stayed the longest in Key West, District 1 (2.47 nights)

Q4a-4f - Nights spent in the Florida Keys					
Average Nights Spent in:	Quarter				
	Total	I	II	III	IV
Key West	2.47	2.78	2.27	2.45	2.43
Lower Keys/Big Pine Key	1.14	1.42	1.01	1.10	1.06
Marathon/Duck Key	0.68	0.52	0.79	0.63	0.75
Islamorada	0.50	0.63	0.47	0.42	0.52
Key Largo	0.47	0.95	0.59	0.22	0.20
All Keys - Average	5.26	6.29	5.13	4.82	4.96

Participation in Activities while in the Keys, Amount Spent

- ❖ Visitors were read a list of thirteen (13) possible activities that people may engage in while visiting the Keys and were asked to identify those in which they had participated while visiting the Keys.
 - ✚ There were seven (7) activities that were participated in by 50% or more of the visitors:
 - **Dining out** topped the list (96%)
 - **Sight-seeing/Attractions** ranked second in participation (88%) and **Beach Activities** ranked third in participation (82%)
 - Other activities that were participated in by at least 50% of the visitors were:
 - Viewing wildlife (77%)
 - Bars/Night life (72%)
 - Visit Museums (68%)
 - Boating (53%)
- ❖ Participation levels were fairly consistent across all four quarters of the year. Notable exceptions were:
 - ✚ **Bars/Nightlife** had its highest level of participation in the first and second quarters of the year (89% and 77% respectively)
 - ✚ **Cultural events** had the highest level of participation in the fourth quarter

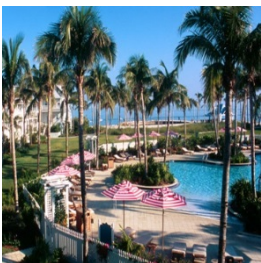


Q11a-11m - Participation in Activities					
Participated In:	Quarter				
	Total	I	II	III	IV
Dining out	96.3%	99.0%	97.9%	95.1%	93.8%
Sightseeing /Attractions	88.5%	89.8%	90.9%	86.7%	86.7%
Beach activities	81.6%	82.7%	80.5%	78.8%	84.4%
Viewing wildlife	77.2%	82.1%	78.7%	72.1%	76.8%
Bars/Nightlife	71.7%	88.8%	77.2%	58.6%	65.1%
Visit museums	67.7%	63.5%	65.1%	65.4%	76.0%
Boating	52.9%	55.9%	48.1%	46.9%	61.1%
Snorkeling	43.2%	46.1%	39.7%	46.2%	41.0%
Cultural events	39.1%	35.4%	27.2%	32.4%	60.1%
Fishing	19.7%	21.8%	18.9%	18.2%	20.3%
Scuba diving	19.0%	19.2%	16.8%	17.1%	22.8%
Spa/Health Club	14.4%	21.2%	12.5%	7.9%	17.1%
Wedding Events	3.5%	2.1%	1.7%	3.1%	6.8%



Amount Spent Per Day on Food, Lodging, Transportation, Activities and Gifts

- ❖ On average, Keys visitors spent the highest amount on **lodging** overall (\$185.96 per night).
 - ✚ Visitors in the fourth quarter spent significantly **above average on lodging** averaging \$213.17 per night.
 - ✚ Second quarter visitors spent the lowest average amount for lodging (\$166.17).
- ❖ The highest average amount spent per day in **all categories** by visitors was \$449.48 in the first quarter.
- ❖ Lodging was the most expensive category of spending (185.96 per day) followed by:
 - ✚ Transportation - \$165.61
 - ✚ Food/Beverages - \$145.06
 - ✚ Water-oriented activities - \$93.59
 - ✚ Land-oriented activities - \$88.14
 - ✚ Souvenirs/Gifts - \$73.26



Q12a-12f - Average Amount Spent					
Avg. \$\$ Party Spent Per Day on:	Quarter				
	Total	I	II	III	IV
Lodging, per night	\$185.96	\$186.02	\$166.17	\$177.51	\$213.17
Transportation	\$165.61	\$139.95	\$143.69	\$184.75	\$188.75
Water-oriented Activities	\$93.59	\$100.65	\$93.72	\$108.42	\$72.89
Land-oriented activities	\$88.14	\$103.90	\$92.09	\$89.63	\$69.84
Food/Beverages	\$145.06	\$152.03	\$150.02	\$138.32	\$141.24
Souvenirs/Gifts	\$73.26	\$92.90	\$72.06	\$59.80	\$71.48
Avg. \$\$ Spent Per Day	\$400.05	\$449.48	\$407.89	\$396.17	\$355.45
Highest \$\$ Spent					
Lowest \$\$ Spent					

Experiences Sought for This Trip

- ❖ More than eight in ten tourists to the Keys named six experiences they were seeking **most** on their trip to the Keys:
 - ✚ Topping the list was to **relax and escape** (98%)
 - ✚ 92% were **seeking a better climate**
 - ✚ 90% were seeking quality accommodations

Q13a-13n -Experiences Sought on This Trip					
Experience	Quarter				
	Total	I	II	III	IV
To relax and escape	98.4%	100.0%	100.0%	99.1%	94.7%
A better climate	92.2%	98.5%	99.1%	88.0%	84.4%
Quality accommodations	90.0%	96.2%	92.9%	88.1%	83.8%
New place, new experience	88.5%	92.5%	90.7%	89.3%	82.3%
Adventure/kayaking/ snorkeling/etc.	80.8%	87.5%	85.9%	77.5%	73.6%
Safe/convenient travel	80.2%	77.3%	73.3%	85.1%	84.3%
Good value/Special deal	75.1%	64.5%	72.0%	78.4%	83.7%
Romantic locations	69.9%	65.6%	61.2%	66.2%	85.2%
Nightlife/ Live music, entertainment, bars	69.1%	-	-	64.7%	73.6%
Cultural arts/History	62.7%	-	-	58.0%	67.4%
Family friendly/Lots for kids	59.4%	41.3%	42.0%	67.6%	82.8%
Have a green vacation	57.3%	51.8%	47.9%	54.3%	73.9%
To go fishing	14.7%	11.5%	10.7%	13.7%	22.4%
To go scuba diving	9.1%	7.3%	6.2%	6.5%	15.7%

'-' = not asked

- ❖ When asked which experience **BEST** describes why they decided to come to the Keys, to **relax and escape** topped the list at 69% followed by **visiting a new place/having a new experience** (10%).

Demographic Characteristics

- ❖ 35% of the visitors had visited or planned to visit **somewhere else in Florida** while on their trip to the Keys.
 - + 68% of those visitors said they had or will visit Miami
 - + 11% named Ft. Lauderdale
 - + 7% said Orlando was in their trip plans
- ❖ Only about 3% of the visitors said they had a **second home in Florida**.
 - + Those who did had their second home in Miami (39%), Orlando (16%) or Ft. Lauderdale (8%)
- ❖ **Foreign visitors** accounted for 38% of visitors as compared to 62% who **lived in the U.S.**
 - + Foreign visitors came from:
 - Canada (7%)
 - Germany (5%)
 - Scandinavia (5%)
 - United Kingdom (4%)
 - France (4%)
- ❖ The average age of Keys visitors was 46.27 years.
 - + Those age 46-60 accounted for 38% of visitors
 - + Age 36-45 represented 27% of visitors
- ❖ 54% of visitors lived in households with income of \$75,000 - \$150,000 (factoring out visitors who Refused).
 - + Under \$75,000 was 30%
 - + \$150,000+ was 16%
- ❖ 84% of visitors classified themselves as Non-Hispanic white.
 - + 8% classified themselves as Hispanic/Spanish/Latino
 - + Those who said they were African-American/Black represented 2% of visitors
- ❖ Sexual orientation was predominantly heterosexual (88%).
 - + Gay accounted for 4%
 - + Lesbian 1%
 - + Refused was 7%
- ❖ 52% of visitors were Male.
- ❖ 48% were Female.

Summary

This report, along with the associated data tables, provides a summary of responses to the VPS for the year 2013 by quarter. The first two quarters were based on data collected using the prior questionnaire so not all tables will show data for the first and second quarters. Where the questions from the first and second quarters matched with the current questionnaire, the former weights were applied to account for the change in the months included in each quarter.

Annual reports for each District will be available as will a semi-annual report for District 1, Key West based on the second half of 2013.

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
QD2 - Which one of the following best describes your trip?					
Sample Size	3410	748	861	897	903
Recreation/vacation trip					
Count	2924	595	702	801	826
Column %	85.8%	79.5%	81.6%	89.3%	91.4%
Visiting family/friends					
Count	355	127	111	71	47
Column %	10.4%	17.0%	12.9%	7.9%	5.2%
Business/Pleasure combined					
Count	51	12	17	18	4
Column %	1.5%	1.6%	2.0%	2.0%	0.5%
Convention or meeting					
Count	8	0	0	1	6
Column %	0.2%	0.1%	0.0%	0.1%	0.7%
Other					
Count	43	11	23	6	3
Column %	1.3%	1.5%	2.6%	0.7%	0.3%
Refused					
Count	28	3	8	0	17
Column %	0.8%	0.4%	1.0%	0.0%	1.9%
QE - How did you get to the Keys for this trip?					
Sample Size	3410	748	861	897	903
Drive personal vehicle					
Count	873	261	277	245	90
Column %	25.6%	34.8%	32.2%	27.3%	9.9%
Drive rental vehicle					
Count	223	39	49	52	83
Column %	6.5%	5.2%	5.7%	5.8%	9.2%
Come by Tour Bus					
Count	32	1	0	14	17
Column %	0.9%	0.1%	0.0%	1.6%	1.9%
Fly into Marathon					
Count	17	0	0	2	16
Column %	0.5%	0.0%	0.0%	0.2%	1.7%
Fly into Key West					
Count	217	33	32	68	84
Column %	6.4%	4.4%	3.8%	7.5%	9.3%
Fly to Miami and rent a car					
Count	1533	299	333	436	464
Column %	45.0%	40.0%	38.6%	48.7%	51.4%
Other FL airport and drive rental					
Count	373	70	117	66	119
Column %	10.9%	9.4%	13.6%	7.4%	13.1%
Other					
Count	143	46	52	14	30
Column %	4.2%	6.2%	6.1%	1.6%	3.3%
QF - Have you visited the Keys before in the past 3 years?					
Sample Size	1800	-	-	897	903
Yes					
Count	642	-	-	335	307
Column %	35.7%	-	-	37.4%	34.0%
No					
Count	1158	-	-	562	596
Column %	64.3%	-	-	62.6%	66.0%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q1 - Accommodations					
Sample Size	3394	738	855	897	903
Hotel/ Motel/Resort					
Count	1759	405	467	417	470
Column %	51.8%	54.9%	54.6%	46.5%	52.1%
B&B/ Guest House/ Inn					
Count	1361	285	334	403	338
Column %	40.1%	38.6%	39.1%	44.9%	37.5%
Seasonal/ Vacation rental					
Count	83	25	13	23	22
Column %	2.4%	3.3%	1.5%	2.5%	2.5%
Campground/ RV Park					
Count	79	16	25	21	17
Column %	2.3%	2.2%	2.9%	2.3%	1.9%
Other					
Count	74	7	16	22	29
Column %	2.2%	1.0%	1.8%	2.4%	3.2%
Refused					
Count	38	0	0	12	26
Column %	1.1%	0.0%	0.0%	1.3%	2.9%
Q2 - How far in advance make decision to visit Keys?					
Sample Size	3407	746	861	897	903
1 Week					
Count	257	26	71	77	83
Column %	7.5%	3.5%	8.2%	8.6%	9.2%
2-4 weeks					
Count	548	114	197	120	117
Column %	16.1%	15.2%	22.9%	13.4%	13.0%
1-3 months					
Count	1345	360	374	332	279
Column %	39.5%	48.2%	43.5%	37.1%	30.9%
4-6 months					
Count	789	180	165	249	194
Column %	23.2%	24.1%	19.2%	27.8%	21.5%
More than 6 months					
Count	453	66	53	118	216
Column %	13.3%	8.9%	6.2%	13.1%	23.9%
NA/Do not recall					
Count	15	0	0	0	14
Column %	0.4%	0.1%	0.0%	0.0%	1.6%

2013 TDC Visitor Profile Survey

Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q3 - For accommodation reservations, did you ...?					
Sample Size	3410	748	861	897	903
Use a travel agent					
Count	202	22	28	41	111
Column %	5.9%	2.9%	3.3%	4.6%	12.3%
Use reservation service by phone					
Count	140	38	21	46	35
Column %	4.1%	5.1%	2.5%	5.1%	3.8%
Make a direct call to the property					
Count	805	180	246	246	133
Column %	23.6%	24.0%	28.6%	27.5%	14.7%
Online through a travel web site					
Count	1624	329	317	413	564
Column %	47.6%	44.0%	36.8%	46.1%	62.5%
Online through property web site					
Count	196	67	69	52	8
Column %	5.7%	8.9%	8.1%	5.8%	0.9%
Booked during last visit					
Count	97	37	35	17	8
Column %	2.8%	5.0%	4.0%	1.9%	0.9%
Made no advance reservation					
Count	252	67	104	50	32
Column %	7.4%	8.9%	12.1%	5.6%	3.5%
Other					
Count	94	9	41	31	13
Column %	2.7%	1.2%	4.7%	3.5%	1.4%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q4a - Average nights in Key West					
Sample Size	3410	748	861	897	903
Mean	2.47	2.78	2.27	2.45	2.43
Q4a - Nights spent in Key West					
Sample Size	2442	561	639	646	596
1 - 3 nights					
Count	1619	347	454	461	356
Column %	66.3%	61.8%	71.2%	71.4%	59.8%
4 - 7					
Count	747	196	173	161	216
Column %	30.6%	35.0%	27.1%	24.9%	36.3%
8 or more					
Count	76	18	11	24	24
Column %	3.1%	3.2%	1.8%	3.6%	4.0%
Q4b - Average nights in Marathon/Duck Key/KCB Area					
Sample Size	3410	748	861	897	903
Mean	0.68	0.52	0.79	0.63	0.75
Q4b - Nights spent in Marathon					
Sample Size	751	131	211	228	181
1 - 3 nights					
Count	520	94	147	186	94
Column %	69.3%	72.1%	69.4%	81.5%	51.7%
4 - 7					
Count	219	36	55	42	85
Column %	29.1%	27.6%	26.2%	18.5%	47.0%
8 or more					
Count	12	0	9	0	2
Column %	1.6%	0.4%	4.3%	0.0%	1.3%
Q4c - Average nights in Key Largo area					
Sample Size	3410	748	861	897	903
Mean	0.47	0.95	0.59	0.22	0.20
Q4c - Nights spent in Key Largo					
Sample Size	560	208	191	93	69
1 - 3 nights					
Count	338	86	121	80	51
Column %	60.3%	41.3%	63.2%	86.4%	74.8%
4 - 7					
Count	220	122	70	11	17
Column %	39.3%	58.7%	36.8%	11.9%	24.3%
8 or more					
Count	2	0	0	2	1
Column %	0.4%	0.0%	0.0%	1.7%	0.9%
Q4d - Average nights in Lower Keys/Big Pine Key area					
Sample Size	3410	748	861	897	903
Mean	1.14	1.42	1.01	1.10	1.06
Q4d - Nights spent in Lower Keys area					
Sample Size	1178	303	286	345	244
1 - 3 nights					
Count	778	187	206	262	124
Column %	66.1%	61.9%	71.9%	75.8%	50.7%
4 - 7					
Count	387	112	76	80	119
Column %	32.8%	36.9%	26.4%	23.3%	48.9%
8 or more					
Count	13	4	5	3	1
Column %	1.1%	1.3%	1.7%	0.9%	0.4%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q4e - Average of nights in Islamorada area					
Sample Size	3410	748	861	897	903
Mean	0.50	0.63	0.47	0.42	0.52
Q4e - Nights spent in Islamorada area					
Sample Size	640	168	164	162	146
1 - 3 nights					
Count	481	130	129	132	90
Column %	75.1%	77.3%	78.6%	81.7%	61.4%
4 - 7					
Count	156	37	35	28	57
Column %	24.4%	21.9%	21.1%	17.4%	38.6%
8 or more					
Count	3	1	0	1	0
Column %	0.5%	0.8%	0.3%	0.9%	0.0%
Q4f - Average nights in the Keys					
Sample Size	3410	748	861	897	903
Mean	5.26	6.29	5.13	4.82	4.96
Q4f - Total nights spent in the Keys					
Sample Size	3399	748	861	891	898
1 - 3 nights					
Count	1051	204	285	288	274
Column %	30.9%	27.3%	33.1%	32.4%	30.5%
4 - 7					
Count	1864	366	436	528	534
Column %	54.9%	48.9%	50.6%	59.3%	59.5%
8 or more					
Count	483	178	140	74	90
Column %	14.2%	23.8%	16.3%	8.3%	10.1%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q5 - Average number of people in party					
Sample Size	3410	748	861	897	903
Mean	2.96	2.89	2.95	3.01	2.98
Q5 - Total in party					
Sample Size	3410	748	861	897	903
1 in party					
Count	80	9	15	25	31
Column %	2.3%	1.2%	1.7%	2.8%	3.5%
2					
Count	2161	478	517	537	630
Column %	63.4%	63.8%	60.0%	59.8%	69.8%
3 - 5					
Count	955	212	286	277	180
Column %	28.0%	28.3%	33.3%	30.9%	19.9%
6 - 9					
Count	178	49	34	52	43
Column %	5.2%	6.6%	4.0%	5.8%	4.8%
10 or more					
Count	35	1	9	6	19
Column %	1.0%	0.1%	1.0%	0.7%	2.1%
Q5 - Average number in party under age 17					
Sample Size	3410	748	861	897	903
Mean	0.15	0.13	0.14	0.23	0.08
Q5 - Under age 17 in party					
Sample Size	257	54	71	106	26
1 under 17					
Count	73	16	24	31	2
Column %	28.3%	30.2%	33.5%	29.3%	6.0%
2					
Count	145	33	44	54	15
Column %	56.5%	59.9%	62.4%	51.0%	55.4%
3 or more					
Count	39	5	3	21	10
Column %	15.3%	9.8%	4.1%	19.8%	38.6%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q5a - Traveling with:					
Sample Size	3343	741	846	873	883
Valid Cases	3343	741	846	873	883
Total Mentions	4310	970	1148	1194	998
Spouse/Partner/Girl - Boy friend					
Mentions	2895	631	730	796	738
% Valid Cases	86.6%	85.2%	86.3%	91.1%	83.6%
% Total Mentions	67.2%	65.0%	63.6%	66.6%	74.0%
Children/Step-children					
Mentions	294	52	79	122	41
% Valid Cases	8.8%	7.0%	9.3%	14.0%	4.7%
% Total Mentions	6.8%	5.3%	6.9%	10.2%	4.1%
Parents/Grandparents					
Mentions	68	14	16	26	13
% Valid Cases	2.0%	1.9%	1.9%	3.0%	1.4%
% Total Mentions	1.6%	1.4%	1.4%	2.2%	1.3%
Grandchildren					
Mentions	44	11	11	12	10
% Valid Cases	1.3%	1.5%	1.3%	1.4%	1.1%
% Total Mentions	1.0%	1.2%	1.0%	1.0%	1.0%
Friends - all same gender					
Mentions	230	75	84	30	41
% Valid Cases	6.9%	10.1%	9.9%	3.5%	4.7%
% Total Mentions	5.3%	7.7%	7.3%	2.5%	4.1%
Friends - different genders					
Mentions	604	145	168	173	119
% Valid Cases	18.1%	19.5%	19.8%	19.8%	13.5%
% Total Mentions	14.0%	14.9%	14.6%	14.5%	11.9%
Other family					
Mentions	126	27	49	28	22
% Valid Cases	3.8%	3.7%	5.8%	3.2%	2.4%
% Total Mentions	2.9%	2.8%	4.2%	2.4%	2.2%
Pets					
Mentions	12	2	7	3	0
% Valid Cases	0.4%	0.3%	0.8%	0.4%	0.0%
% Total Mentions	0.3%	0.2%	0.6%	0.3%	0.0%
Other					
Mentions	35	14	5	3	14
% Valid Cases	1.1%	1.8%	0.5%	0.4%	1.6%
% Total Mentions	0.8%	1.4%	0.4%	0.3%	1.4%
Q6 - Overall satisfaction with Keys vacation					
Sample Size	2876	735	831	651	659
Rate 4-5 satisfaction					
Count	2706	688	766	630	622
Column %	94.1%	93.6%	92.2%	96.7%	94.3%
Rate 1-2 satisfaction					
Count	20	8	1	2	8
Column %	0.7%	1.1%	0.1%	0.4%	1.2%
3 Neutral					
Count	151	38	64	19	30
Column %	5.3%	5.2%	7.7%	2.9%	4.5%

2013 TDC Visitor Profile Survey

Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q7 - Internet tools used to plan trip					
Sample Size	3410	748	861	897	903
Valid Cases	3410	748	861	897	903
Total Mentions	3610	825	942	938	905
Traveler online review site					
Mentions	1252	378	442	174	258
% Valid Cases	36.7%	50.6%	51.3%	19.4%	28.6%
% Total Mentions	34.7%	45.9%	46.9%	18.6%	28.5%
Social site (Facebook, Twitter...)					
Mentions	237	32	20	26	159
% Valid Cases	7.0%	4.3%	2.3%	2.9%	17.6%
% Total Mentions	6.6%	3.9%	2.1%	2.8%	17.5%
A blog about travel					
Mentions	222	41	55	50	76
% Valid Cases	6.5%	5.5%	6.4%	5.6%	8.4%
% Total Mentions	6.2%	5.0%	5.9%	5.3%	8.4%
FL Keys official website					
Mentions	211	78	49	38	46
% Valid Cases	6.2%	10.4%	5.7%	4.2%	5.1%
% Total Mentions	5.8%	9.5%	5.2%	4.1%	5.1%
NA/DK					
Mentions	1687	295	376	649	367
% Valid Cases	49.5%	39.4%	43.7%	72.4%	40.6%
% Total Mentions	46.7%	35.8%	39.9%	69.2%	40.5%
Q7b - Looked for special deal when planning trip?					
Sample Size	3410	748	861	897	903
Yes					
Count	963	171	294	186	311
Column %	28.2%	22.9%	34.2%	20.7%	34.4%
No					
Count	952	253	264	187	248
Column %	27.9%	33.8%	30.6%	20.9%	27.4%
NA/DK					
Count	1495	324	303	524	344
Column %	43.9%	43.3%	35.2%	58.4%	38.1%
Q8 - How likely to recommend Keys to a friend?					
Sample Size	2459	640	721	492	607
Rate 4-5 recommend					
Count	2358	610	684	487	576
Column %	95.9%	95.4%	95.0%	99.0%	94.8%
Rate 1-2 recommend					
Count	14	7	1	0	6
Column %	0.6%	1.1%	0.1%	0.0%	1.0%
3 Neutral					
Count	88	23	35	5	25
Column %	3.6%	3.5%	4.9%	1.0%	4.1%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q9 - Seen/heard advertising					
Sample Size	3410	748	861	897	903
Valid Cases	3410	748	861	897	903
Total Mentions	3904	804	947	1068	1085
No					
Mentions	1926	457	472	581	417
% Valid Cases	56.5%	61.1%	54.8%	64.8%	46.1%
% Total Mentions	49.4%	56.9%	49.8%	54.4%	38.4%
Yes, Television					
Mentions	487	48	82	113	243
% Valid Cases	14.3%	6.5%	9.6%	12.6%	26.9%
% Total Mentions	12.5%	6.0%	8.7%	10.6%	22.4%
Yes, Radio					
Mentions	137	2	12	46	77
% Valid Cases	4.0%	0.2%	1.4%	5.1%	8.6%
% Total Mentions	3.5%	0.2%	1.3%	4.3%	7.1%
Yes, Magazine					
Mentions	286	42	76	63	105
% Valid Cases	8.4%	5.6%	8.8%	7.0%	11.7%
% Total Mentions	7.3%	5.2%	8.0%	5.9%	9.7%
Yes, Newspaper					
Mentions	202	33	32	61	76
% Valid Cases	5.9%	4.4%	3.7%	6.8%	8.5%
% Total Mentions	5.2%	4.1%	3.4%	5.7%	7.0%
Yes, Internet/Email newsletter					
Mentions	612	160	203	148	100
% Valid Cases	17.9%	21.4%	23.6%	16.6%	11.1%
% Total Mentions	15.7%	19.9%	21.5%	13.9%	9.2%
Yes, but don't remember where					
Mentions	252	62	69	55	66
% Valid Cases	7.4%	8.3%	8.1%	6.1%	7.3%
% Total Mentions	6.5%	7.7%	7.3%	5.2%	6.1%
Q10 - What influenced you to first think FL Keys for this trip?					
Sample Size	1800	-	-	897	903
Friend/family recommendation					
Count	404	-	-	153	251
Column %	22.4%	-	-	17.0%	27.8%
Advertisement seen					
Count	63	-	-	16	48
Column %	3.5%	-	-	1.7%	5.3%
TV show/article seen					
Count	37	-	-	5	32
Column %	2.1%	-	-	0.6%	3.5%
Travel show/travel agent					
Count	27	-	-	3	24
Column %	1.5%	-	-	0.4%	2.6%
Online review/blog article					
Count	34	-	-	12	22
Column %	1.9%	-	-	1.4%	2.4%
Been here before					
Count	99	-	-	73	26
Column %	5.5%	-	-	8.1%	2.8%
Always wanted to go here					
Count	100	-	-	47	53
Column %	5.6%	-	-	5.3%	5.9%
Activity/event you wanted to do					
Count	85	-	-	28	57
Column %	4.7%	-	-	3.2%	6.3%
None of these					
Count	951	-	-	560	391
Column %	52.8%	-	-	62.4%	43.3%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q11a - Participated in Scuba diving					
Sample Size	3410	748	861	897	903
No					
Count	2762	605	716	744	697
Column %	81.0%	80.8%	83.2%	82.9%	77.2%
Yes					
Count	647	144	145	153	206
Column %	19.0%	19.2%	16.8%	17.1%	22.8%
Q11b - Participated in Snorkeling					
Sample Size	3410	748	861	897	903
No					
Count	1938	403	519	482	533
Column %	56.8%	53.9%	60.3%	53.8%	59.0%
Yes					
Count	1472	345	342	415	370
Column %	43.2%	46.1%	39.7%	46.2%	41.0%
Q11c - Participated in Fishing					
Sample Size	3410	748	861	897	903
No					
Count	2737	585	698	734	720
Column %	80.3%	78.2%	81.1%	81.8%	79.7%
Yes					
Count	672	163	163	163	183
Column %	19.7%	21.8%	18.9%	18.2%	20.3%
Q11d - Participated in Viewing wildlife					
Sample Size	3410	748	861	897	903
No					
Count	777	134	183	251	209
Column %	22.8%	17.9%	21.3%	27.9%	23.2%
Yes					
Count	2632	614	678	646	694
Column %	77.2%	82.1%	78.7%	72.1%	76.8%
Q11e - Participated in Boating					
Sample Size	3410	748	861	897	903
No					
Count	1605	330	447	477	352
Column %	47.1%	44.1%	51.9%	53.1%	38.9%
Yes					
Count	1805	419	414	420	551
Column %	52.9%	55.9%	48.1%	46.9%	61.1%
Q11f - Participated in Beach activities					
Sample Size	3410	748	861	897	903
No					
Count	629	130	168	190	141
Column %	18.4%	17.3%	19.5%	21.2%	15.6%
Yes					
Count	2781	619	693	707	763
Column %	81.6%	82.7%	80.5%	78.8%	84.4%
Q11g - Participated in Dining out					
Sample Size	3410	748	861	897	903
No					
Count	126	8	18	44	56
Column %	3.7%	1.0%	2.1%	4.9%	6.2%
Yes					
Count	3283	741	843	853	847
Column %	96.3%	99.0%	97.9%	95.1%	93.8%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q11h - Participated in Visit museums/historic areas					
Sample Size	3410	748	861	897	903
No					
Count	1101	273	300	310	217
Column %	32.3%	36.5%	34.9%	34.6%	24.0%
Yes					
Count	2309	475	561	587	686
Column %	67.7%	63.5%	65.1%	65.4%	76.0%
Q11i - Participated in Sightseeing and attractions					
Sample Size	3410	748	861	897	903
No					
Count	394	76	79	119	120
Column %	11.5%	10.2%	9.1%	13.3%	13.3%
Yes					
Count	3016	672	782	778	783
Column %	88.5%	89.8%	90.9%	86.7%	86.7%
Q11j - Participated in Cultural events					
Sample Size	3410	748	861	897	903
No					
Count	2076	483	626	606	360
Column %	60.9%	64.6%	72.8%	67.6%	39.9%
Yes					
Count	1333	265	235	291	543
Column %	39.1%	35.4%	27.2%	32.4%	60.1%
Q11k - Participated in Wedding/commitment ceremony					
Sample Size	3410	748	861	897	903
No					
Count	3290	733	846	869	842
Column %	96.5%	97.9%	98.3%	96.9%	93.2%
Yes					
Count	119	15	15	28	61
Column %	3.5%	2.1%	1.7%	3.1%	6.8%
Q11l - Participated in Going out to bars/nightlife					
Sample Size	3410	748	861	897	903
No					
Count	966	84	196	372	315
Column %	28.3%	11.2%	22.8%	41.4%	34.9%
Yes					
Count	2443	665	665	525	588
Column %	71.7%	88.8%	77.2%	58.6%	65.1%
Q11m - Participated in Spa/health club/gym					
Sample Size	3410	748	861	897	903
No					
Count	2918	590	753	826	748
Column %	85.6%	78.8%	87.5%	92.1%	82.9%
Yes					
Count	492	159	108	71	155
Column %	14.4%	21.2%	12.5%	7.9%	17.1%

2013 TDC Visitor Profile Survey

Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q12a - Average amount party spent per night on lodging					
Sample Size	3410	748	861	897	903
Mean	185.96	186.02	166.17	177.51	213.17
Q12b - Average amount party spent on transportation in the Keys					
Sample Size	3410	748	861	897	903
Mean	165.61	139.95	143.69	184.75	188.75
Q12c - Average amount party spent on Water-oriented activities					
Sample Size	3410	748	861	897	903
Mean	93.59	100.65	93.72	108.42	72.89
Q12d - Average amount party spent on Land-oriented activities					
Sample Size	3410	748	861	897	903
Mean	88.14	103.90	92.09	89.63	69.84
Q12e - Average amount party spent per day on food/beverages					
Sample Size	3410	748	861	897	903
Mean	145.06	152.03	150.02	138.32	141.24
Q12f - Average amount party spent on souvenirs, gifts, film, clothing					
Sample Size	3410	748	861	897	903
Mean	73.26	92.90	72.06	59.80	71.48

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q13a - Seeking to Relax and escape					
Sample Size	3410	748	861	897	903
Yes					
Count	3353	748	861	889	856
Column %	98.4%	100.0%	100.0%	99.1%	94.7%
No					
Count	55	0	0	8	46
Column %	1.6%	0.0%	0.0%	0.9%	5.1%
Don't know					
Count	2	0	0	0	1
Column %	0.0%	0.0%	0.0%	0.0%	0.1%
Q13b - Go scuba diving					
Sample Size	3410	748	861	897	903
Yes					
Count	309	55	54	58	142
Column %	9.1%	7.3%	6.2%	6.5%	15.7%
No					
Count	2319	444	480	727	667
Column %	68.0%	59.4%	55.7%	81.1%	73.9%
Don't know					
Count	782	249	328	111	94
Column %	22.9%	33.3%	38.1%	12.4%	10.4%
Q13c - Go fishing					
Sample Size	3410	748	861	897	903
Yes					
Count	503	86	92	123	203
Column %	14.7%	11.5%	10.7%	13.7%	22.4%
No					
Count	2167	426	458	667	617
Column %	63.6%	56.9%	53.2%	74.3%	68.3%
Don't know					
Count	740	237	311	108	84
Column %	21.7%	31.6%	36.1%	12.0%	9.3%
Q13d - Experience adventure/kayaking/snorkeling/etc.					
Sample Size	3410	748	861	897	903
Yes					
Count	2754	655	739	695	665
Column %	80.8%	87.5%	85.9%	77.5%	73.6%
No					
Count	542	50	63	191	238
Column %	15.9%	6.6%	7.3%	21.3%	26.3%
Don't know					
Count	114	44	59	11	1
Column %	3.3%	5.8%	6.8%	1.2%	0.1%
Q13e - Experience culture, arts and history					
Sample Size	1800	-	-	897	903
Yes					
Count	1129	-	-	520	609
Column %	62.7%	-	-	58.0%	67.4%
No					
Count	571	-	-	300	271
Column %	31.7%	-	-	33.5%	30.0%
Don't know					
Count	100	-	-	77	23
Column %	5.6%	-	-	8.6%	2.6%

2013 TDC Visitor Profile Survey
Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q13f - Experience night life & live entertainment					
Sample Size	1800	-	-	897	903
Yes					
Count	1244	-	-	580	665
Column %	69.1%	-	-	64.7%	73.6%
No					
Count	476	-	-	257	218
Column %	26.4%	-	-	28.7%	24.2%
Don't know					
Count	80	-	-	60	20
Column %	4.4%	-	-	6.7%	2.2%
Q13g - Experience a better climate					
Sample Size	3410	748	861	897	903
Yes					
Count	3142	737	854	789	762
Column %	92.2%	98.5%	99.1%	88.0%	84.4%
No					
Count	240	1	0	100	139
Column %	7.0%	0.2%	0.0%	11.2%	15.4%
Don't know					
Count	28	10	7	7	2
Column %	0.8%	1.4%	0.9%	0.8%	0.3%
Q13h - Go where new; new experiences					
Sample Size	3410	748	861	897	903
Yes					
Count	3017	692	781	801	743
Column %	88.5%	92.5%	90.7%	89.3%	82.3%
No					
Count	258	9	7	85	157
Column %	7.6%	1.2%	0.8%	9.5%	17.3%
Don't know					
Count	134	47	73	11	3
Column %	3.9%	6.3%	8.5%	1.2%	0.4%
Q13i - Go where have high quality accommodations/services					
Sample Size	3410	748	861	897	903
Yes					
Count	3067	720	800	790	757
Column %	90.0%	96.2%	92.9%	88.1%	83.8%
No					
Count	263	8	14	94	146
Column %	7.7%	1.1%	1.6%	10.5%	16.2%
Don't know					
Count	80	20	47	12	1
Column %	2.3%	2.7%	5.5%	1.3%	0.1%
Q13j - Go where safe and convenient to travel to					
Sample Size	3410	748	861	897	903
Yes					
Count	2735	579	631	764	762
Column %	80.2%	77.3%	73.3%	85.1%	84.3%
No					
Count	416	82	77	115	141
Column %	12.2%	10.9%	9.0%	12.9%	15.6%
Don't know					
Count	259	88	153	18	1
Column %	7.6%	11.7%	17.7%	2.0%	0.1%

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Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q13k - Go where it was a good value/special deal					
Sample Size	3410	748	861	897	903
Yes					
Count	2561	483	620	703	756
Column %	75.1%	64.5%	72.0%	78.4%	83.7%
No					
Count	474	85	75	170	145
Column %	13.9%	11.3%	8.7%	19.0%	16.0%
Don't know					
Count	374	181	167	24	2
Column %	11.0%	24.2%	19.4%	2.7%	0.3%
Q13l - Go where family friendly/lots for kids to do					
Sample Size	3410	748	861	897	903
Yes					
Count	2025	309	362	606	748
Column %	59.4%	41.3%	42.0%	67.6%	82.8%
No					
Count	1210	352	425	279	154
Column %	35.5%	47.1%	49.3%	31.1%	17.0%
Don't know					
Count	175	87	74	12	1
Column %	5.1%	11.7%	8.6%	1.3%	0.1%
Q13m - Experience romance, romantic locations					
Sample Size	3410	748	861	897	903
Yes					
Count	2382	491	527	594	770
Column %	69.9%	65.6%	61.2%	66.2%	85.2%
No					
Count	595	92	104	267	132
Column %	17.4%	12.3%	12.1%	29.8%	14.6%
Don't know					
Count	433	165	230	36	1
Column %	12.7%	22.1%	26.8%	4.0%	0.2%
Q13n - Have a green vacation					
Sample Size	3410	748	861	897	903
Yes					
Count	1955	388	412	487	668
Column %	57.3%	51.8%	47.9%	54.3%	73.9%
No					
Count	752	101	97	334	220
Column %	22.1%	13.4%	11.3%	37.3%	24.4%
Don't know					
Count	703	260	352	75	15
Column %	20.6%	34.8%	40.8%	8.4%	1.7%

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Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q14 - Which best describes why you came to the Keys?					
Sample Size	3294	689	805	897	903
To relax and escape					
Count	2266	397	499	667	704
Column %	68.8%	57.6%	61.9%	74.4%	77.9%
To go scuba diving					
Count	38	11	21	5	2
Column %	1.2%	1.7%	2.5%	0.5%	0.2%
To go fishing					
Count	25	2	12	5	5
Column %	0.8%	0.3%	1.5%	0.6%	0.6%
To experience adventure					
Count	96	17	13	38	28
Column %	2.9%	2.4%	1.7%	4.2%	3.1%
To experience culture, arts, history					
Count	27	0	0	19	8
Column %	0.8%	0.0%	0.0%	2.1%	0.8%
To experience Nightlife					
Count	6	0	0	2	5
Column %	0.2%	0.0%	0.0%	0.2%	0.5%
To experience a better climate					
Count	217	128	42	15	32
Column %	6.6%	18.5%	5.3%	1.7%	3.5%
To go somewhere new					
Count	341	94	158	78	10
Column %	10.4%	13.6%	19.7%	8.8%	1.1%
High quality accommodations					
Count	18	1	1	0	15
Column %	0.5%	0.2%	0.2%	0.0%	1.7%
Somewhere safe and convenient					
Count	33	9	6	8	10
Column %	1.0%	1.4%	0.7%	0.8%	1.1%
Somewhere that was a good value					
Count	7	1	1	1	5
Column %	0.2%	0.1%	0.1%	0.1%	0.6%
Somewhere that is family friendly					
Count	28	0	7	6	14
Column %	0.8%	0.1%	0.8%	0.7%	1.6%
To experience romance					
Count	30	5	9	14	2
Column %	0.9%	0.7%	1.1%	1.6%	0.2%
Green vacation					
Count	8	0	0	6	2
Column %	0.2%	0.0%	0.0%	0.7%	0.2%
Other					
Count	101	16	20	17	47
Column %	3.1%	2.3%	2.5%	1.9%	5.2%
Don't know/no answer					
Count	54	7	16	16	15
Column %	1.7%	1.1%	2.0%	1.8%	1.7%

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Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q15a - Did/will you visit somewhere else in FL on this trip?					
Sample Size	1782	-	-	897	886
Yes					
Count	628	-	-	343	286
Column %	35.3%	-	-	38.2%	32.2%
No					
Count	1154	-	-	554	600
Column %	64.7%	-	-	61.8%	67.8%
Q15b - If yes, Where? (closest city)					
Sample Size	628	-	-	343	286
Miami					
Count	428	-	-	258	170
Column %	68.1%	-	-	75.4%	59.5%
Orlando					
Count	42	-	-	27	16
Column %	6.7%	-	-	7.8%	5.5%
Ft Lauderdale					
Count	73	-	-	38	35
Column %	11.5%	-	-	11.0%	12.2%
West Palm/Palm Beach					
Count	12	-	-	6	6
Column %	2.0%	-	-	1.7%	2.3%
Tampa area					
Count	14	-	-	0	14
Column %	2.2%	-	-	0.0%	4.8%
Panhandle					
Count	9	-	-	2	8
Column %	1.5%	-	-	0.5%	2.7%
Ft Myers/Naples area					
Count	18	-	-	6	12
Column %	2.9%	-	-	1.8%	4.2%
Other					
Count	31	-	-	6	25
Column %	5.0%	-	-	1.8%	8.8%
DK					
Count	0	-	-	0	0
Column %	0.0%	-	-	0.0%	0.0%

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	Quarter				
	Total	I	II	III	IV
Q15c - Do you own a second home in FL?					
Sample Size	1800	-	-	897	903
Yes					
Count	55	-	-	35	21
Column %	3.1%	-	-	3.9%	2.3%
No					
Count	1731	-	-	861	870
Column %	96.2%	-	-	96.0%	96.3%
NA					
Count	13	-	-	1	13
Column %	0.7%	-	-	0.1%	1.4%
Q15d - If yes, Where? (closest city)					
Sample Size	55	-	-	35	21
Miami					
Count	22	-	-	11	11
Column %	39.5%	-	-	31.4%	53.3%
Orlando					
Count	9	-	-	8	1
Column %	16.2%	-	-	22.5%	5.6%
Ft Lauderdale					
Count	5	-	-	3	2
Column %	8.5%	-	-	9.0%	7.7%
West Palm/Palm Beach					
Count	2	-	-	2	1
Column %	3.9%	-	-	4.5%	2.9%
Tampa area					
Count	3	-	-	2	2
Column %	5.7%	-	-	4.5%	7.7%
Ft Myers/Naples area					
Count	3	-	-	0	3
Column %	5.7%	-	-	0.0%	15.3%
Other					
Count	11	-	-	10	2
Column %	20.5%	-	-	28.0%	7.7%

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Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Q16a - Country living in					
Sample Size	3410	748	861	897	903
USA					
Count	2105	478	546	547	534
Column %	61.8%	63.9%	63.4%	61.0%	59.1%
Argentina					
Count	12	0	0	9	3
Column %	0.4%	0.0%	0.0%	1.0%	0.3%
Brazil					
Count	39	9	12	14	5
Column %	1.1%	1.2%	1.4%	1.5%	0.5%
Canada					
Count	235	59	49	66	60
Column %	6.9%	7.9%	5.7%	7.4%	6.6%
France					
Count	131	20	24	38	50
Column %	3.9%	2.7%	2.8%	4.2%	5.5%
Germany					
Count	167	19	13	50	86
Column %	4.9%	2.5%	1.5%	5.6%	9.5%
Italy					
Count	87	11	24	23	29
Column %	2.5%	1.4%	2.8%	2.6%	3.2%
Middle East					
Count	7	1	4	2	0
Column %	0.2%	0.2%	0.4%	0.2%	0.0%
Switzerland					
Count	67	5	17	28	18
Column %	2.0%	0.6%	1.9%	3.1%	2.0%
United Kingdom					
Count	148	19	25	57	47
Column %	4.3%	2.5%	2.9%	6.3%	5.3%
Other Asian/Far East					
Count	28	8	5	3	13
Column %	0.8%	1.0%	0.5%	0.4%	1.4%
Other Europe					
Count	32	5	7	8	12
Column %	1.0%	0.7%	0.8%	0.9%	1.3%
Other South America					
Count	25	11	6	7	2
Column %	0.7%	1.4%	0.7%	0.8%	0.2%
Other					
Count	45	9	16	3	17
Column %	1.3%	1.2%	1.8%	0.4%	1.9%
Scandinavia					
Count	165	60	72	20	12
Column %	4.8%	8.1%	8.4%	2.3%	1.4%
BeNeLux					
Count	97	34	43	15	6
Column %	2.8%	4.5%	5.0%	1.6%	0.7%
China					
Count	17	0	0	7	9
Column %	0.5%	0.0%	0.0%	0.8%	1.0%

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	Quarter				
	Total	I	II	III	IV
Q17 - Age					
Sample Size	3410	748	861	897	903
18 - 25					
Count	151	36	19	36	61
Column %	4.4%	4.8%	2.2%	4.0%	6.7%
26 - 35					
Count	556	91	139	153	173
Column %	16.3%	12.1%	16.1%	17.1%	19.2%
36 - 45					
Count	927	195	238	255	239
Column %	27.2%	26.1%	27.6%	28.5%	26.5%
46 - 60					
Count	1301	283	306	359	352
Column %	38.2%	37.9%	35.6%	40.0%	39.0%
61+					
Count	473	143	159	93	77
Column %	13.9%	19.2%	18.5%	10.4%	8.5%
Q17 - Average Age					
Sample Size	3410	748	861	897	903
Mean	46.27	47.77	47.15	45.71	44.72
Household income					
Sample Size	1800	-	-	897	903
Under \$75,000					
Count	485	-	-	197	288
Column %	26.9%	-	-	22.0%	31.9%
\$75,000 - \$150,000					
Count	851	-	-	479	372
Column %	47.3%	-	-	53.4%	41.2%
Over \$150,000					
Count	263	-	-	110	152
Column %	14.6%	-	-	12.3%	16.9%
Refused					
Count	202	-	-	111	91
Column %	11.2%	-	-	12.3%	10.1%
Ethnicity					
Sample Size	3410	748	861	897	903
Non-Hispanic White					
Count	2868	651	718	768	731
Column %	84.1%	87.0%	83.4%	85.6%	81.0%
African American/Black					
Count	62	13	27	10	12
Column %	1.8%	1.7%	3.2%	1.1%	1.3%
Hispanic/Spanish/Latino					
Count	258	62	79	89	28
Column %	7.6%	8.2%	9.1%	9.9%	3.1%
Asian or Pacific Islander					
Count	41	6	5	7	24
Column %	1.2%	0.8%	0.5%	0.7%	2.7%
American Indian or Alaska Native					
Count	3	0	0	0	3
Column %	0.1%	0.0%	0.0%	0.0%	0.3%
Other					
Count	31	0	14	2	16
Column %	0.9%	0.0%	1.6%	0.2%	1.7%
Refused					
Count	146	17	19	22	88
Column %	4.3%	2.3%	2.2%	2.5%	9.8%

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Insights, Inc.

	Quarter				
	Total	I	II	III	IV
Orientation					
Sample Size	3410	748	861	897	903
Heterosexual					
Count	3011	696	801	712	803
Column %	88.3%	92.9%	93.0%	79.3%	88.9%
Gay					
Count	148	38	45	21	45
Column %	4.3%	5.1%	5.2%	2.3%	4.9%
Lesbian					
Count	24	7	8	2	7
Column %	0.7%	0.9%	0.9%	0.3%	0.7%
Bisexual					
Count	3	0	0	3	0
Column %	0.1%	0.0%	0.0%	0.3%	0.0%
Refused					
Count	224	8	8	159	49
Column %	6.6%	1.1%	0.9%	17.8%	5.4%
Gender					
Sample Size	3410	748	861	897	903
Male					
Count	1773	337	403	529	504
Column %	52.0%	45.0%	46.8%	59.0%	55.8%
Female					
Count	1637	412	458	368	399
Column %	48.0%	55.0%	53.2%	41.0%	44.2%